

Talking Points for AAP-WIC PowerPoint

(This is supplemental material FYI; it can be presented as time allows.)

What Is WIC: (Slide 2)

History of WIC:

- The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) began in 1972 to provide iron, calcium, vitamin C, vitamin A, and protein to low-income families, and has grown into the nation's premier public health and nutrition program.

Economic benefits of WIC:

- WIC is one of the most successful government programs, saving \$3.50 in medical costs for every dollar spent on the program.
- The U.S. General Accounting Office conservatively estimates an overall annual savings of \$51 million in federal and state health care funds if WIC served all eligible pregnant women. For example, it costs \$544 a year for a pregnant woman to participate in WIC. By contrast, it costs the tax payers \$22,000 per pound to nurture a low birth weight baby (less than 5.5 lbs) to the normal weight of 7 lbs. in a neonatal intensive care unit.

Outcomes:

- WIC reduces fetal deaths and infant mortality.
- WIC reduces low birth-weight rates and increases the duration of pregnancy.
- WIC improves the growth of nutritionally at-risk infants and children.
- WIC decreases the incidence of iron deficiency anemia in children. (Chronic anemia in the preschool years can lead to poor learning in the school years. WIC requests HEMATOCRIT AND/OR HEMOGLOBIN annually to assess the iron levels of participants and to counsel on ways to avoid or correct anemia).
- WIC improves the dietary intake of pregnant and postpartum women and improves weight gain in pregnant women.
- Pregnant women participating in WIC receive prenatal care earlier.
- Children enrolled in WIC are more likely to have a regular source of medical care and have more up to date immunizations.
- WIC helps get children ready to start school: children who receive WIC benefits demonstrate improved intellectual development.
- WIC significantly improves children's diets

Other facts about WIC:

- Approximately 100,000 people are on WIC in San Diego County, half of whom are 1-5 year olds.

KEY MESSAGE #1: WIC Encourages Access to Healthy Foods (Slide 6)

Reasons for food package change:

- Changes have occurred in the major health and nutrition risks faced by WIC's target population, including diets lacking in whole grains, fruits, and vegetables.
- Short duration of breastfeeding (BF).
- Overweight and obesity.
- Substantial shifts in the ethnic composition of the WIC population.

Food Package change details:

- All changes align with the 2005 Dietary Guidelines for Americans and recommendations of the American Academy of Pediatrics.
- Breastfeeding mothers and babies receive the largest food package and for the longest time.

- Breastfeeding babies receive twice as much baby food at six months of age, including baby meat for iron.
- Moms who are only “token breastfeeding” (breastfeeding for non-nutritive purposes) at six months will no longer receive food for themselves, and their babies receive less baby food.
- Revised infant food packages—no juice; some jars of baby food.
- Added fruits and vegetables.
- Added soy-based beverage and tofu as milk/cheese alternatives.
- Added whole grains (whole wheat bread, whole wheat and corn tortillas, brown rice, bulgur, oats, barley).
- Reduced some food allowances, including milk, eggs, and juice.

Formula Info:

- The current formulas available on WIC are Enfamil LIPIL, Enfamil Premium LIPIL, Enfamil Prosobee LIPIL, Enfamil AR LIPIL, and Gentlease LIPIL.
- All WIC formulas must contain adequate iron levels. WIC is not allowed to issue low-iron formulas, according to USDA regulations.
- WIC also issues Alimentum, Nutramigen, Enfacare, Neosure, and Pediasure. Any other off-contract formula may take 2-6 weeks to arrive.

Misc.:

- WIC teaches participants how to cook with their new WIC foods and how to read labels.
- WIC encourages visits to the local Farmer's Market.

KEY MESSAGE #2: WIC Encourages Breastfeeding (Slide 7)

WIC has been leaders in encouraging, promoting and supporting breastfeeding for the last 20 years.

- Statewide, WIC's fully breastfeeding rates have increased from 12.6% in March 2009 to 19.1% in February 2010 (because of education in preparation for the food package changes in October 2009!).
- Here are the local BF stats:
 - ARC WIC—16.9% to 21.8%
 - NCHS---35.3% to 41.0%
 - SDSU---15.0% to 23.4%
 - SYHC---14.2% to 22.6%
 - Scripps Mercy---17.5% to 25.6%

If anybody wants more info on Baby Behavior:

- The San Diego County Breastfeeding Coalition will offer a workshop in August for CMEs featuring Jane Heinig from UC Davis and her work on interpreting Baby Behavior.

Slide 8 – WIC Encourages Breastfeeding

- Avoid bottles of breast milk or formula for the first 3-4 weeks to teach the baby how to breastfeed and to teach the body how much milk to produce.
- Newborns will want to breastfeed 12-14 times every 24 hours around the clock.
- Babies do not need cereal in bottles to help them sleep.
- Waking and sleeping frequently helps newborn's brains develop better.
- Newborns have a random feeding schedule—watch the baby and not the clock.
- Babies go through a growth spurt at 2-3 weeks and again at 6 weeks, and do not need formula—just some extra time at the breast for extra calories and to increase milk supply.
- Remind moms that most of their concerns are just part of normal breastfeeding.
- Remind moms that after fully breastfeeding on demand for 4-6 weeks, it all gets much easier! They will then be “old Pros.”

Slide 9 – WIC Encourages Breastfeeding - Breastfeeding Services

- All prenatal participants on the WIC Program have access to CLEs for one-on-one planning about how they will feed their infant, as well as for 1-2 breastfeeding classes.
- Postpartum breastfeeding moms are seen one-on-one when they enroll their baby and in support groups.
- All moms may request to be seen by a CLE or, if available, an IBCLC. They may also call WIC to ask BF questions as needed.
- The BF DVD and book given to prenatal moms are available in several languages.
- A limited supply of Medela Lactina pumps (hospital grade double electric pumps) are available for loan when fully breastfeeding infants must be separated from their mother or when there are medical problems.
- A lesser grade double electric pump called the Medela WIC-in-Style may be given for free to moms who are fully breastfeeding, not taking any WIC formula, and are back to work/school at least 32 hours/week.
- Manual pumps, called Medela Harmony pumps, are available for stay-at-home moms who need occasional respite pumping.

Slide 14 - Therapeutic Formula

- If the medical insurance and emergency Medi-Cal services for infants denies the request, WIC will continue to issue the therapeutic formula monthly.
- If a Medi-Cal Managed Care denies the therapeutic formula, WIC will issue it while the plan is notified that it is required by MMC Policy Letter 07-016 to issue the therapeutic formula within a 5-day timeline for approval.
- Uninsured patients must be referred to CHDP for approval through the Gateway Program.

KEY MESSAGE #3: WIC Helps Families Make Healthy Choices (Slides 19 - 22)

Slide 21

- A recurring complaint WIC participants have is that the pediatrician said a child with a high BMI was "fine" during the physical exam.
- WIC uses the weight/height as the determinant for BMI, not weight/age.
- Pediatricians may also ask overweight/underweight children's parents if the child is drinking high amounts of milk/juice throughout the day and recommend a decrease.

KEY MESSAGE #4: WIC Encourages Appropriate Infant/Toddler Feeding (Slide 23)

These are the messages WIC participants have been exposed to in the WIC offices over the past few years:

Develop healthy habits for life! Parents are the teachers!

- Parents control the portion sizes for the age group.
- Parents determine the menu of foods served.
- Parents determine the schedule for eating.
- Children can decide whether or not to eat a food that is served.
- WIC Counselors can help with obesity prevention.

Eat a rainbow! Eat more fruits and vegetables!

- Try to have 5-9 servings per day.
- Fruits are nature's sweet snacks.
- Vegetables make great crunchy snacks.

Make half your grains whole grains!

- Try whole wheat bread to increase fiber and nutrients.
- Try whole wheat or corn tortillas for variety.
- Try brown rice or bulgur in soups or casseroles.

Lose the fat, keep the vitamins! Drink low fat milk!

- WIC nutritionists comply with the AAP recommendation for whole milk from 12-24 months to support the development of the central nervous system of this age group.
- WIC then recommends low fat milk after age two. *WIC supports the pediatrician's recommendations.*
- WIC also recommends a maximum of 4 oz of juice in 24 hours and a maximum of 16 oz of milk in 24 hours for 1-5 year olds.

Limit juice intake, increase water intake!

- The easiest way to wean the bottle is to put water ONLY in the bottle for two weeks and then stop offering the bottle.
- Juice does not need to be diluted after age one and this practice actually causes the parents to lose track of the amount of juice that is being taken in by the child.
- Preschoolers should have a maximum of 4 oz of juice every 24 hours and no other sweetened beverages.
- Preschoolers should learn to drink unflavored water for thirst
- Preschoolers only need Gatorade when they are ill.

KEY MESSAGE #5: WIC Helps Families Make Regular Physical Activity the Norm
(Slide 24) – no additional talking points

Slide 26 - explain that Joanne Drinkwater will be bringing an additional book, **Dr Hale's Medications and Mother's Milk Book**, to their offices as soon as new editions come out this year.